

BRAND PROFILE · 2026

Megha Agrawal

Chartered Accountant · Sustainability Entrepreneur
Founder, Aaroyaa Private Limited · Empowering Women-Led
Responsible Business



NATURE, PERFECTLY SHAPED.

aaroyaa.com · India's Conscious Sustainable Brand



15+ Lakh

PRODUCTS SOLD

100+

SKUS AVAILABLE

6 Months

INCORP. DEC 2025

₹1Cr+

TURNOVER IN JUST 6 MONTHS

15-20 MT

PLASTIC REDUCTION

EXECUTIVE SUMMARY

The Foundation Behind the Founder

The Spark

Megha Agrawal is a CA who got tired of watching daily meals turn into mountains of plastic waste. In December 2025, she stopped watching and started acting, founding Aaroyaa to fix it.

The Philosophy

Built on the belief Nature, Perfectly Shaped, Aaroyaa proves that choosing eco-friendly doesn't mean settling for something flimsy or ugly. It is designed to be the more beautiful, practical choice.

The Hustle

Megha blends her CA financial discipline with her real-world hustle as a homemaker and professional. Seeing household waste daily, she built Aaroyaa to change the planet right from our dining tables.



EDUCATION & PROFESSIONAL BACKGROUND

Chartered Accountant (CA)

Institute of Chartered Accountants of India · Expertise in finance, systems and long-term business planning

Business Analytics Programme

Harvard University · Strategic business analysis and decision-making frameworks

Diploma in Information System Audit (DISA)

Chartered Accountant with a Diploma in Information Systems Audit (DISA) from ICAI.

It began not in a boardroom, but at a kitchen table.

Megha was not searching for a business idea. She was observing the problem. Managing a household, hosting gatherings, handling a career — every occasion left behind a pile of plates, containers and cutlery that would outlast generations. The guilt was real. But so was the frustration, because the eco-friendly alternatives on the market were weak, unattractive or priced like a luxury item.

As a Chartered Accountant, Megha was trained to trace where value is created and where it leaks. She saw the structural gap clearly: consumers wanted convenience, businesses wanted scale, and both were being built on materials that quietly destroyed the environment. Nobody was solving all three problems at once — **quality, design and affordability** — in the sustainable space.

Aaroyaa was born to close exactly that gap. Not as a niche eco-brand for the environmentally anxious, but as a mainstream premium brand that any household or food business would genuinely prefer to use.

Three problems, one brand

Transforming disposable tableware with fully biodegradable and compostable solutions.

Delivering oil & grease resistant packaging that stays strong without turning soggy.

Combining sustainability with premium brand customization and printing solutions.

Philosophy — Nature. Perfectly Shaped.

Not fighting nature — working with it.

Not replacing convenience — redesigning it responsibly. Bagasse and bamboo are materials that nature produces in abundance and that farmers once treated as waste. Aaroyaa transforms them into something genuinely indispensable.

A Vision Beyond Products

For Megha Agrawal, Aaroyaa is about more than sustainable packaging. Her vision is to bring eco-friendly alternatives into mainstream homes and businesses, support women-led entrepreneurship, and make biodegradable food packaging the preferred choice across India. At Aaroyaa, growth and impact go hand in hand.

PRODUCT ECOSYSTEM

Why Aaroyaa?

Aaroyaa uses bagasse (sugarcane fibre) and bamboo — agricultural by-products and fast-growing natural materials — to build a circular resource model.

◆ OGR Certified Technology

◆ ISO Certified

◆ 100% Compostable

◆ Food-Safe & Microwave-Safe

◆ 100% SKUs Strong

◆ Custom Print

01

Bagasse Tableware

Plates, bowls, trays, dip cups, burrito bowls, sushi trays, triangle plates and containers made from sugarcane fiber, all oil and grease resistant, microwave-safe and 100% compostable.

02

FoodPackaging Containers

Leak-resistant containers with secure lids, designed for takeaway, delivery and QSR use. Available with customised printing and branding — bringing your logo and identity to every meal that leaves your kitchen.

03

Aaroyaa Bamboo Essentials

Kitchen roll launching soon

Soft, strong, and 100% tree-free. Made from fast-growing bamboo, our tissues and kitchen rolls offer a durable, sustainable alternative for everyday use.

04

Wooden & Paper Cutlery

Eco-friendly spoons, forks and knives made from responsibly sourced materials. Strong, food-safe and convenient to use, they offer a practical alternative to plastic cutlery for households, events and food businesses.

05

Aaroyaa Party Packs

Soft, strong, and 100% tree-free. Made from fast-growing bamboo, our tissues and kitchen rolls offer a durable, sustainable alternative for everyday use.

06

Coconut Leaf Straws

Launching Soon

100% biodegradable straws made from coconut leaves — naturally sturdy and a direct replacement for single-use plastic straws. A popular choice with cafes and restaurants. Currently being finalised for launch.



B2B SOLUTIONS

Your brand. Our sustainability credentials.

Aaroyaa partners with cloud kitchens, cafes, QSRs, corporate caterers and event companies to provide fully customised, branded sustainable packaging. From logo embossing on bagasse containers to bespoke colour and pack formats — Aaroyaa's 100+ SKU range gives food businesses the flexibility to deliver an on-brand experience without compromising on sustainability.

Brand Customisation

Bespoke logo printing, custom pack formats and personalised packaging for food businesses, corporate clients and event planners. Aaroyaa's customisation programme is designed to suit both growth-stage companies and large enterprises — with minimum order quantities that work at every scale.

Modern Trade, HoReCa & Online

Aaroyaa products are available across modern retail shelves, leading HoReCa distributors and major online platforms — making it easy for hotels, restaurants, cafes and modern trade buyers to source certified sustainable packaging and tableware at scale, with consistent quality and supply.

Cloud Kitchens, QSRs & Catering

Food-safe, leak-resistant, delivery-grade containers that protect food quality and elevate perceived brand value. OGR certified and suitable for all food categories — gravy, rice, multi-item meals and more. Purpose-built for the speed and scale of India's food delivery ecosystem.

Global Bulk Exports

Aaroyaa offers full container shipping and global export capabilities for international buyers seeking certified, premium-grade sustainable packaging. With OGR and ISO certifications in place and a 100+ SKU catalogue, the brand is equipped to serve large-format export orders across North America, Southeast Asia, the UK and the Gulf region.

MARKET PRESENCE & DISTRIBUTION

From your screen to your table — wherever you are in India.

Aaroyaa is built for the way India actually shops today. The brand's distribution spans quick-commerce for impulse and restocking needs, marketplace platforms for discovery, and direct institutional supply for businesses.

E-Commerce Platforms







THE JOURNEY — FIRST SIX MONTHS

A remarkable start, and just the beginning.

MONTH 1 (DEC 2025)

Brand Incorporated

Aaroyaa kicks off its journey by registering the company and immediately engineering a premium, **OGR-certified bagasse tableware** range sourced from high-grade raw materials across India.

MONTH 2 (JAN 2026)

First Products Launch

Moving fast into the market, we successfully launch our complete product portfolio—**plates, clamshells, trays, containers, bowls, and tissues**—gaining instant validation from eco-conscious buyers.

MONTH 3 (FEB 2026)

Marketplace Listings Go Live

Our growth explodes at the **Pack Vision Expo in Pune**, capturing 1,000+ high-intent B2B leads, launching our official website, going live on **Amazon India**, and dispatching our very first **export samples to Sri Lanka, Bhutan, Singapore, Seychelles, and Nepal**.

MONTH 4 (MAR 2026)

B2B Partnerships Begin

Scaling rapidly into daily consumer lives, we go live on India's biggest quick-commerce and retail platforms—**Instamart, Flipkart, Meesho**, while our international buyers successfully received and approved our global sample shipments.

MONTH 5 (APR 2026)

Quick-Commerce & International

Taking our footprint worldwide, we open up global borders by going live on **Amazon US**, while simultaneously capturing niche domestic markets by listing on **Apna Mart and Kirana Club**.

MONTH 6 (MAY 2026)

15+ Lakh Products Sold

We hit peak momentum by setting up our own central **Aaroyaa warehouse**, expanding our team to **15+ full-time employees**, listing on **GEOM 365**, and celebrating a massive milestone of 15+ Lakh sustainable products sold to wipe out plastic waste.



WOMEN'S LEADERSHIP

Built by a woman. Built to empower women.

When CA Megha Agrawal built Aaroyaa, she made a deliberate choice: this would not just be a business founded by a woman. It would be a business that actively creates pathways for other women — in leadership, operations and entrepreneurship.

As someone who has navigated the dual demands of homemaking and professional ambition, Megha Agrawal understands the structural barriers that keep women out of manufacturing and distribution-driven industries. Aaroyaa is designed to remove those barriers — providing financial independence and professional growth to women at every level.

Her leadership style is calm, structured and purpose-driven — building teams through trust and accountability rather than authority. She believes balance is not a luxury but a discipline, and she brings that to every decision at Aaroyaa.

Advice to Women Entrepreneurs

01 · START BEFORE YOU FEEL READY

There is rarely a perfect time to begin. Every meaningful journey starts with uncertainty. Trust yourself enough to take the first step, learn along the way, and keep moving forward. Progress is built through action, not perfection.

02 · LET YOUR VALUES GUIDE YOU

Success becomes more meaningful when it reflects who you truly are. Lead with honesty, kindness, and purpose. The businesses that create lasting impact are often built on strong values, not just strong numbers.

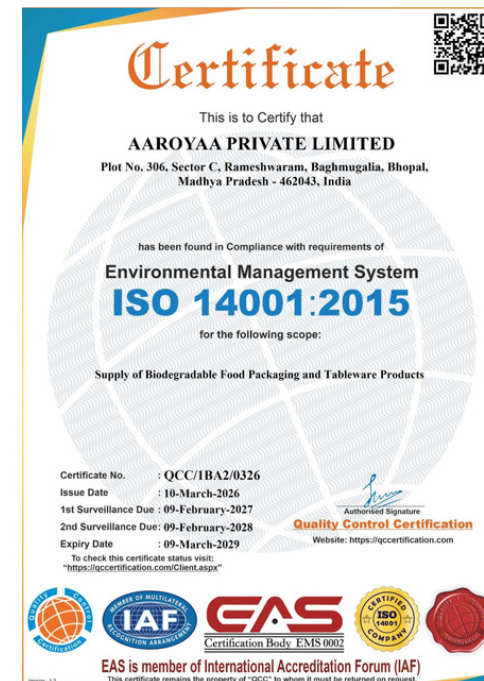
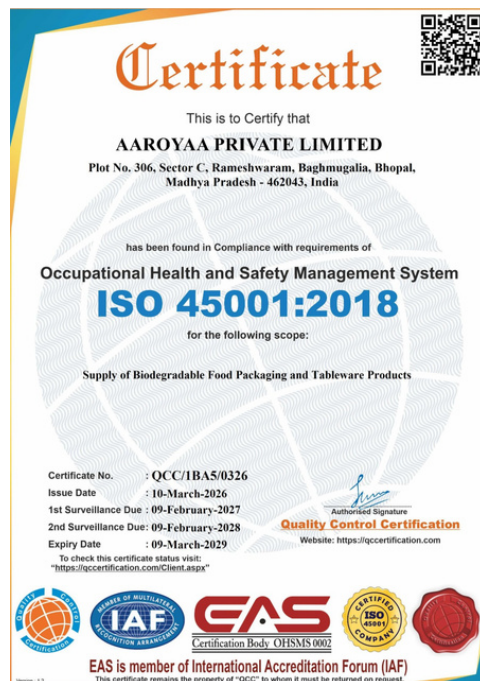
03 · GROW AT YOUR OWN PACE

Your journey does not need to look like anyone else's. Celebrate small wins, learn from setbacks, and stay patient with yourself. Consistent growth, no matter how slow, creates extraordinary results over time.

MEGHA AGRAWAL, FOUNDER

ISO CERTIFICATES

Commitment to Global Standards



Backed by ISO certifications, the business follows globally recognized standards that ensure quality, reliability, and operational excellence—creating confidence among customers, partners, and stakeholders alike.



OUR TEAM



CONNECT WITH AAROYAA

Follow the journey.

Aaroyaa shares its story, product updates, behind-the-scenes and sustainability content across social media. Follow for honest conversations about eco-living, conscious consumption and what it really takes to build a purpose-driven brand in India.



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